

Mastering Matrix: Seller's Agent

CE hours : 3
Course # : 13670-RECE



Houston Association
of REALTORS®

Table of Contents

COURSE DESCRIPTION	3
DATA INPUT SHEETS	3
THE 'ADD/EDIT' MENU	5
SHOWINGSMART LISTING SETUP.....	7
MANAGING ATTACHMENTS ON A LISTING.....	9
MANAGE PHOTOS	10
MODIFY A LISTING.....	15
MATRIX- MY HIT COUNTER.....	17
REVERSE PROSPECTING	17
BOOKMARK LEADS (PLATINUM)	18
LISTING DATA CHECKER	19
PUBLIC RECORDS - REALIST TAX, MATRIX TAX AND MUD BOND INFORMATION	20
MATRIX TAX	21
CUSTOMIZING STATS REPORTS.....	23
CUSTOMIZING MARKET REPORTS	24
CUSTOMIZING FINANCIAL REPORTS	24

Course Description

This course is designed to help seller's agents maximize the tools within Matrix MLS to showcase listings effectively and attract more qualified buyers. Participants will learn how to input and manage listings, attach images and documents, add open houses, and leverage AI-powered tools for stronger listing presentations. The class also covers seller-focused resources such as reverse prospecting, market reports, and financial calculators to better advise clients. By the end of the session, agents will have the confidence to manage listings from start to finish and use data-driven insights to stand out in a competitive market.

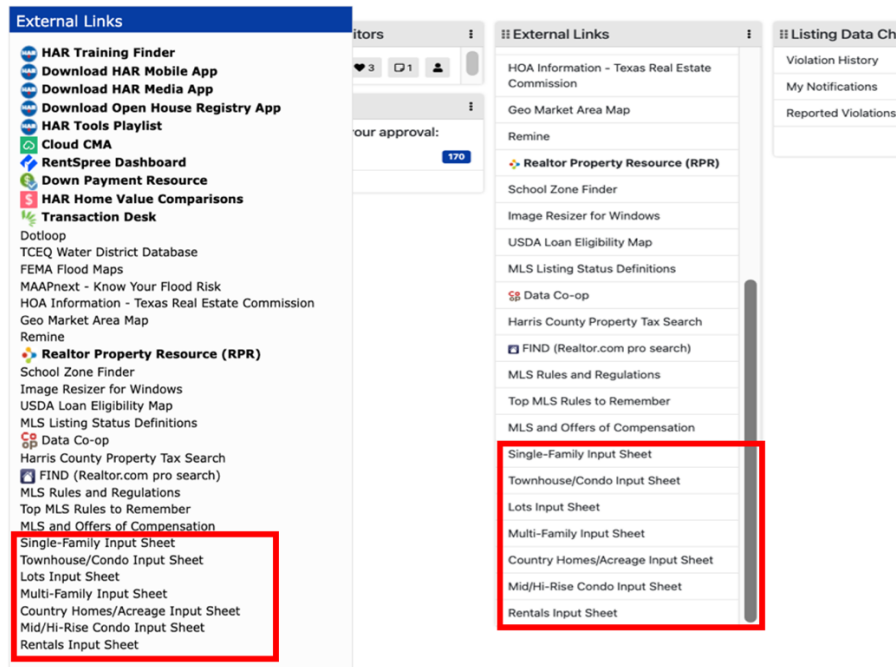
Data Input Sheets

Why Complete Data Entry Matters

Data Input Sheets help seller's agents gather accurate details during the listing appointment — but their value goes far beyond compliance. While only certain fields are *required* in MLS, completing *all relevant fields* ensures your listing is fully represented in search results.

When property details are complete and accurate, the system can better match listings to what consumers are searching for — increasing visibility, improving the accuracy of filters, and helping your property appear in more buyer searches. In short, the more data you enter, the better the algorithm can work for you. Take your time, help the system help you!

You can find all data input sheets in the External Links Widget in Matrix. They are the last 7 links, one for each property class. Here is the widget in both classic and modern dashboard.



Here is one page of the input sheet for single family homes, notice required fields are marked with an asterisk and clients can initial the page is correct. **This is meant to be your working document; this is not meant to give to your client to do on their own.**



SINGLE-FAMILY (DETACHED)

Listing Information - Listing Status: ☐ Active ☐ Coming Soon

LIST TYPE*

☐ Exclusive Right to Sell/Lease

☐ Exclusive Right to Sell/Lease w/Named Prospect

☐ Exclusive Agency to Sell/Lease

LIST PRICE*

LIST DATE*

EXPIRATION DATE*

ALSO FOR LEASE*

☐ Yes ☐ No

PRICED AT LOT VALUE ONLY*

☐ Yes ☐ No

ST NUMBER*

ST DIR

STREET NAME*

STREET TYPE

ST DIR

UNIT #

CITY/LOCATION*

STATE*

ZIP CODE*

ZIP CODE EXT

COUNTY*

SUBDIVISION*

SECTION #*

LEGAL DESCRIPTION*

LEGAL SUBDIVISION

MASTER PLANNED COMMUNITY*

☐ Yes ☐ No

MASTER PLANNED COMMUNITY NAME

TAX ID #*

KEY MAP

CENSUS TRACT

SCHOOL DISTRICT

TAX ID #2

TAX ID #3

Copyright© 2025, HOUSTON REALTORS® INFORMATION SERVICE, INC. All Rights Reserved SELLER'S INITIALS HERE Version: 7.0 **PAGE 1**

The 'Add/Edit' Menu

From the Add/Edit menu, click Matrix Add/Edit. From there you can select to Add New or Edit Existing Listings. Listings can also be edited from the My Listings widget on the Dashboard screen of Matrix.

+

Input

Listings

Add new or Edit existing Listings

Quick Modify:

Select a Listing

or type

--MLS#--

Edit

Roster

Add new or Edit existing Agent Roster

Quick Modify:

--Agent ID--

Edit

Add new or Edit existing Office Roster

Quick Modify:

--Office ID--

Edit

+

Add New Listing

Select Form

Single-Family Add/Edit
Townhouse/Condo Add/Edit
Lots Add/Edit
Multi-Family Add/Edit
Country Homes/Acreage Add/Edit
Mid/Hi-Rise Condo Add/Edit
Rental Add/Edit
Private Per Seller Add/Edit
Global Add/Edit

Cancel

To apply tax record information, choose the county, street number and name for the address you would like to list.

+

Add a New All Properties Listing

Auto-Pop From Realist Tax

Copy from Existing Listing

Start with a blank Listing

Search for pre-existing Tax Record from which to Fill

Tax Search

County (Required)

Comal
Comanche
Concho
Cooke
Coryell
Cottle
Crane
Crockett

Tax ID

Owner First Name

Owner Last Name

Street Number

Street Name

City

Unit Number

1234

Something

Or

Not

Cancel

Search

Confirm you have the right listing, check street name spelling, double check county and owner name. If anything is not as expected double check your info and click cancel if you are not viewing the tax records for your listing. Choose 'Fill' if this is the right listing.

+ Add a New All Properties Listing

Auto-Pop From Realist Tax
Copy from Existing Listing
Start with a blank Listing

Search for pre-existing Tax Record from which to Fill

Click to Fill	APN	PROPERTY ADDRESS	PROPERTY CITY
Fill	090-388-000-0011	1234 Something	Houston

Cancel
Revise Search

On this screen you will work through each stage of the ribbon at the top, filling in as much information as you have on your listing. On the bottom ribbon there is a 'Validate' button, if you click that any blank but required fields will be marked with a red triangle with an exclamation point to call to attention a missing field that must be filled in before the listing can be active. Use the Input sheets in the external links widget to collect info on your listing before starting this step, take the document to a listing appointment with client and get all the that you need in a timely manner. When you have all the needed info you have some choices at the bottom. You may 'Submit Listing' to have the listing go active. You may 'Save as Incomplete' if the listing is not ready to be viewed or you possibly need to find more information. You also can the 'Cancel Input' if this was a practice session or you want to start over.

+ Single-Family Add/Edit

Status
Listing Information
Map Information
Property Information
Rooms
Financial Information
Showing Information
Remarks/Tour Links
Review

Listing Information

List Type
List Price
List Date
Expiration Date

Also For Lease
Priced at Lot Value Only

Street Number
St Direction
Street Name (Max 50 Characters)
Street Type
St Direction
Unit #

City/Location
State
Zip Code
Zip Code Ext
County
Country

Subdivision
Section #

Legal Description
Legal Subdivision Lookup Subdivision

Master Planned Community Y/N
Master Planned Community Name

Tax ID #
Key Map
Census Tract
School District

Tax ID # 2
Tax ID # 3

Save as Incomplete
Validate
Cancel Input
Submit Listing

ShowingSmart Listing Setup

[MY MATRIX](#) | [ADD/EDIT](#) | [SEARCH](#) | [TAX](#) | [STATS](#) | [MARKET REPORTS](#) | [FINANCE](#) | [LINKS](#) | [INTRAMAT](#)

Enter Shorthand or MLS#

+ Single-Family Add/Edit

[Info](#) | [Listing Information](#) | [Map Information](#) | [Property Information](#) | [Rooms](#) | [Financial Information](#) | **[Showing Information](#)** | [Remarks/Tour Links](#)

Showing Information

MLS Number: 10699451

Agent Name
Melinda Burkman
Ph:
 713-629-1900
Email:
 melinda.burkman@har.com

Brokerage Name
 Houston Association of REALTORS
Ph:
 713-629-1900

[Find a List Agent](#)

[List Team ID Find](#)

[Find Co List Agent](#)

Agent Name
Ph:
Email:

Brokerage Name
Houston Association of REALTORS
Ph:

Licensed Supervisor

Appointment Phone
 713-790-0427

Appointment Phone Desc
 ShowingSmart Ca

Agent Alternate Phone

Alternate Phone Desc

Night Phone

Allow Online Appointments via Matrix: Yes

IDX Contact Info:

Office Phone Ext

Fax Phone

Showing Instructions

- ☐ Accompany
- ☐ Appointment Required
- ☐ Call Occupant
- ☐ Controlled Access
- ☐ Leave Business Card
- ☐ Lockbox Back
- ☐ Lockbox Front

Directions - Please provide directions to the property from the closest major RD or HWY.

Characters Remaining: 500

Save as Incomplete
 Validate
 Cancel Input
 Submit Listing

Showing information needed for ShowingSmart phone# 713-930-0427 and phone Description ShowingSmart call center. Click on “Save as Incomplete” or “Submit Listing” if you are prepared for your listing to be active.

HAR.com MY MATRIX | ADD/EDIT | SEARCH | TAX | STATS | MARKET REPORTS | FINANCE | LINKS | INTRAMATRIX (Aa) 1 Hello, Melinda ▾

Enter Shorthand or MLS# × Q Recent Searches

✓ **Input Succeeded**

Your Listing has been successfully saved as Incomplete. MLS Number: 10699451

[Add Showing Instructions to ShowingSmart](#)
[HAR.AI Property Description](#)
[HAR.AI Highlights](#)
[HAR.AI Photo Descriptions](#)

[Continue Editing](#) [Add / Edit Photos](#) [Add / Edit Attachments](#)

After saved as Incomplete or submitted as Active, click “Add Showing Instructions to ShowingSmart”.

6442 Wilshire Lakes
 Type Single-Family
 Listing Agent Richard Aguilar

MLS Number #28504278
 Status **INCOMPLETE**

[View Details in MATRIX](#)

Setup Showing Instruction

Last Updated: Mar 1, 2022 5:54 am

[COPY FROM](#)

Showing Details

Approval Type (required) [Watch & Learn](#)

Please Select One ▾

Home Status

Status is Unknown ▾

Showing Start Date

mm/dd/yyyy

Showing Agent Instructions

Write your instruction...

Showing Preferences [Watch & Learn](#)

Minimum hours before Showing

No Restriction ▾

Maximum Appointment Length

1 Hour ▾

Allow Overlap Showing?

☐ Yes ☒ No

Show all available times to showing agent?

☒ Yes ☐ No

Accompanied showing?

☐ Yes ☒ No

Send Notify TXT if Showing Completed Early?

☐ Listing Agent ☐ Co-Listing Agent ☐ Owner ☐ Occupant

Alarm

Alarm System

☐ Yes ☒ No

Contacts (Approval, Notifications, Feedback) [Watch & Learn](#)

Richard Aguilar (Listing Agent)
 richard.aguilar@har.com • 832-607-8561 [edit](#)

Method of Notification

☒ Email ☒ TXT

Notification Types

☒ Receive Showing Approval Requests
☒ Receive Showing Status Notifications
☒ Receive Showing Feedback

[+ Add New Contact](#)

Temporary Notes [Watch & Learn](#)

[+ Add Temporary Note](#)

Showing Block [Watch & Learn](#)

[+ Add New Showing Block](#)

Private Notes

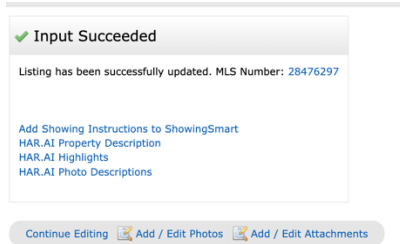
Private Instructions (Only visible to ShowingSmart operators)

Write private instructions...

You will directly enter ShowingSmart to start entering your showing instructions. Don't forget to save at the bottom left corner once complete.

Managing Attachments on a listing

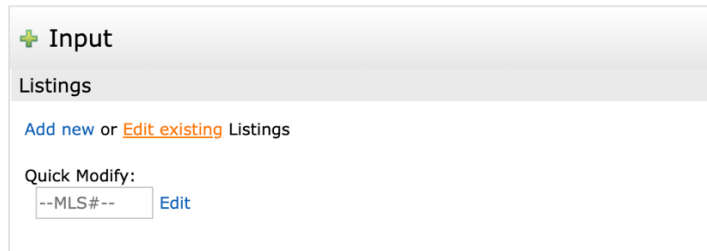
You may need to add content to a listing after you have submitted it as active or incomplete. One case is if you use the “Cubicasa” app to make a visual of a home’s floorplan.



You can download the CubiCasa app from your chosen app store and use the app to make a 2D visual of your listing’s floor plan.



Once you have a pdf of the homes floor plan, you will go back into Matrix to attach it to your listing documents. Choose Add/Edit from the toolbar and “Edit existing” listing or search a listing by MLS #.



Choose Manage Attachments and add your pdf as a public floor plan.

How to add a floorplan?
Add/edit- Quick Modify or Edit listing

Manage Photos

Add photos and photo descriptions to your images to help consumers picture themselves in your listing. Browse images on your computer, then add descriptions in the box below each image.

Add / Edit Photos for MLS#96949342

To upload, click Browse. To upload **Multiple** photos at once, hold the Ctrl (Option) key down when clicking on the filenames. To **Order** your photos once uploaded, drag by the grey title bar. Click on any image to view its **Details**. For maximum quality, upload photos at least **2048 x 1536** pixels in size.

Click **Browse** to select photo(s) to upload (27 max).

☐ Check All

☐ Primary slot

☐ Slot: 2

☐ Slot: 3

☐ Slot: 4

☐ Slot: 5

☐ Slot: 6

☐ Slot: 7

☐ Slot: 8

☐ Slot: 9

☐ Slot: 10

☐ Slot: 11

☐ Slot: 12

☐ Slot: 13

☐ Slot: 14

☐ Slot: 15

Listing showing instructions with ShowingSmart

[MY MATRIX](#) | [ADD/EDIT](#) | [SEARCH](#) | [TAX](#) | [STATS](#) | [MARKET REPORTS](#) | [FINANCE](#) | [LINKS](#) | [INTRAMAT](#)

Enter Shorthand or MLS#

Single-Family Add/Edit

[Info](#) | [Listing Information](#) | [Map Information](#) | [Property Information](#) | [Rooms](#) | [Financial Information](#) | **[Showing Information](#)** | [Remarks/Tour Links](#)

Showing Information MLS Number: 10699451

[Find a List Agent](#)
 BurkmanM

[List Team ID Find](#)

[Find Co List Agent](#)

Licensed Supervisor
 Agent Alternate Phone

Allow Online Appointments via Matrix: Yes

Directions - Please provide directions to the property from the closest major RD or HWY.
 Characters Remaining: 500

Agent Name
 Melinda Burkman
Ph:
 713-629-1900
Email:
 melinda.burkman@har.com
List Team

Agent Name

Ph:

Email:

Appointment Phone
 713-790-0427
Appointment Phone Desc
 ShowingSmart Ca
Alternate Phone Desc

Night Phone

Brokerage Name
 Houston Association of REALTORS
Ph:
 713-629-1900

Brokerage Name
 Houston Association of REALTORS
Ph:

Office Phone Ext

Fax Phone

Showing Instructions

- ☐ Accompany
- ☐ Appointment Required
- ☐ Call Occupant
- ☐ Controlled Access
- ☐ Leave Business Card
- ☐ Lockbox Back
- ☐ Lockbox Front

Save as Incomplete |
 Validate |
 Cancel Input |
 Submit Listing

Showing information needed for ShowingSmart phone# 713-930-0427 and phone Description ShowingSmart call center. Click on "Save as Incomplete" or "Submit Listing" if you are prepared for your listing to be active.

[MY MATRIX](#) | [ADD/EDIT](#) | [SEARCH](#) | [TAX](#) | [STATS](#) | [MARKET REPORTS](#) | [FINANCE](#) | [LINKS](#) | [INTRAMATRIX](#)

[HAR Homepage](#) | [Education](#) | [HAR Connect](#) | [Feedback](#) | [Live Chat](#)

Aa 1 Hello, Melinda ▾

× 🔍

[Recent Searches](#)

✓ **Input Succeeded**

Your Listing has been successfully saved as Incomplete. MLS Number: 10699451

[Add Showing Instructions to ShowingSmart](#)
[HAR.AI Property Description](#)
[HAR.AI Highlights](#)
[HAR.AI Photo Descriptions](#)

[Continue Editing](#)
[Add / Edit Photos](#)
[Add / Edit Attachments](#)

After saved as Incomplete or submitted as Active, click “Add Showing Instructions to ShowingSmart”.

6442 Wilshire Lakes
 Type Single-Family
 Listing Agent Richard Aguilar

MLS Number #28504278
 Status **INCOMPLETE**

[View Details in MATRIX](#)

Setup Showing Instruction

Last Updated: Mar 1, 2022 5:54 am

[COPY FROM](#)

Showing Details

Approval Type (required) [Watch & Learn](#)

Please Select One

Home Status

Status is Unknown

Showing Start Date

mm/dd/yyyy

Showing Agent Instructions

Write your instruction...

Contacts (Approval, Notifications, Feedback) [Watch & Learn](#)

Richard Aguilar (Listing Agent)
 richard.aguilar@har.com • 832-607-8561 [edit](#)

Method of Notification

✓ Email ✓ TXT

Notification Types

✓ Receive Showing Approval Requests
 ✓ Receive Showing Status Notifications
 ✓ Receive Showing Feedback

[+ Add New Contact](#)

Showing Preferences [Watch & Learn](#)

Minimum hours before Showing

No Restriction

Maximum Appointment Length

1 Hour

Allow Overlap Showing?

☐ Yes ☒ No

Show all available times to showing agent?

☒ Yes ☐ No

Accompanied showing?

☐ Yes ☒ No

Send Notify TXT if Showing Completed Early?

☐ Listing Agent
 ☐ Co-Listing Agent
 ☐ Owner
 ☐ Occupant

Temporary Notes [Watch & Learn](#)

[+ Add Temporary Note](#)

Showing Block [Watch & Learn](#)

[+ Add New Showing Block](#)

Private Notes

Private Instructions (Only visible to ShowingSmart operators)

Write private instructions...

Alarm

Alarm System

☐ Yes ☒ No

You will directly enter ShowingSmart to start entering your showing instructions. Don't forget to save at the bottom left corner once complete.

Widgets

All widgets except for the "News & Alerts" widget, can be repositioned by clicking and dragging the widget header. In the new dashboard they are rearranged with the Edit Dashboard button.

Widgets can be collapsed or expanded by hovering over the widget header and clicking the "up" or "down" icon.

Widgets can be closed by hovering over the widget header and clicking the "close" icon. Closed widgets are automatically sent to the "Additional" widget and can be added back to the Homepage simply by clicking and dragging the closed widget header out of the "Additional" widget.

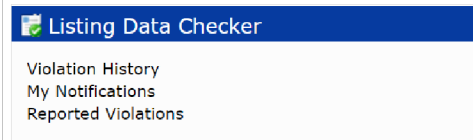
1. News & Alerts: click an item from the list to display the news or alert content in a modal popup window.
2. My Carts: click a cart link to display all listings currently saved in a recently used cart.
3. Market Watch: click on a status link to display all listings with a change to that selected status. Note: each number in brackets represents how many listings will be displayed based on the Property Type and time frame you selected. To customize this widget, click "Customize".
4. Recent Portal Visitors: quickly view a recent Portal visitor's information by clicking on their name or open their Portal by clicking on the associated "Portal" icon.
5. My Favorite Searches: click a link to display the results of your favorite saved search.
6. My Listings: click a link to display all your listings.
7. Concierge: click a client's name to display all listings waiting on approval before being sent.
8. Recent Use Contacts: click a name to display details of a recently used contact.
9. Hot Sheets: click to view changes that have taken place in the MLS.
10. Additional: close any widget or click and drag widget headers to/from this area to help manage the Homepage layout.
11. External Links: links to external MLS resources including MLS rules, Data Input Sheets, etc.
12. Search: quick search for a property address.
13. Listing Data Checker: view Violation History, Notifications and Reported Violations.

The screenshot displays a dashboard with several widgets arranged in a grid. The widgets include:

- News & Alerts**: Shows a date (Feb 16) and a welcome message to Matrix.
- Listing Data Checker**: Contains links for Violation History, My Notifications, and Reported Violations.
- My Listings**: Lists various listing statuses such as My Office Incomplete Listings (29), My Firm - Incomplete Listings (32), All Incomplete Listings (3378), and All Coming Soon Listings (411).
- Search**: A form with fields for MLS Number, Price (with a (000s) multiplier), Status, Street Number, Street Name, Street Type, Subdivision, Zip Code, and City.
- Recent Portal Visitors**: Displays a message: "You have no recent portal visitors."
- My Favorite Searches**: Lists saved searches like "Actives in Nottingham Country", "Downtown Hou Condo/Townhome", "Dr. Astro's Home Search Ex", "New Listings Cinco Ranch", and "Westbury", each with a "Manage" link.
- External Links**: Provides links to resources like FEMA Flood Maps, MAApnext, HOA Information, Download HAR Mobile App, Download Open House Registry App, HAR Tools Playlist, Down Payment Resource, Geo Market Area Map, MUD Bond Information, Filling out the HAR400 form, Transaction Desk, Dotloop, HAR Home Value Comparisons, Remine, Cloud CMA, Realtor Property Resource (RPR), School Zone Finder, and Image Resizer for Windows.
- Recent Use Contacts**: Lists recent contacts like "House for Steve!! (1)", "Stacy (4)", and "New Listings Cart (24)".
- My Carts**: Shows a list of saved listings.
- Market Watch**: A bar chart showing the number of listings in various statuses: New Listing (2237), Back On Market (482), Price Decrease (2003), Price Increase (879), Option Pending (1103), Pending Continue to Show (257), Pending (1952), Sold (1279), Coming Soon (186), Withdrawn (276), Expired (556), and Terminated (750).
- Additional**: A section for managing the dashboard layout, containing links for Concierge, HAR-Developed Showing Service, and a "Close" button.

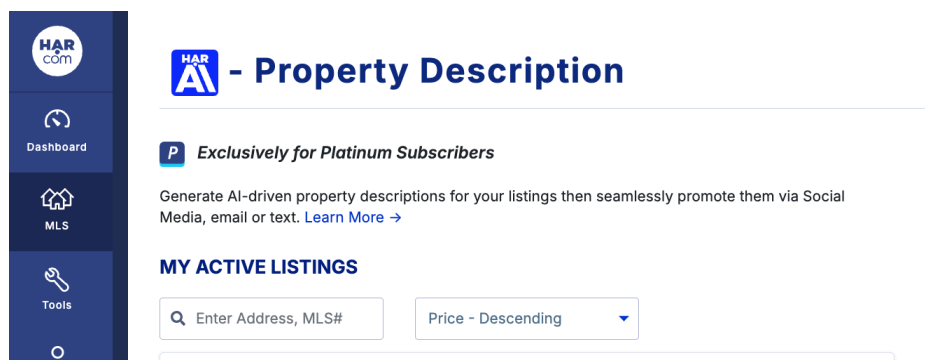
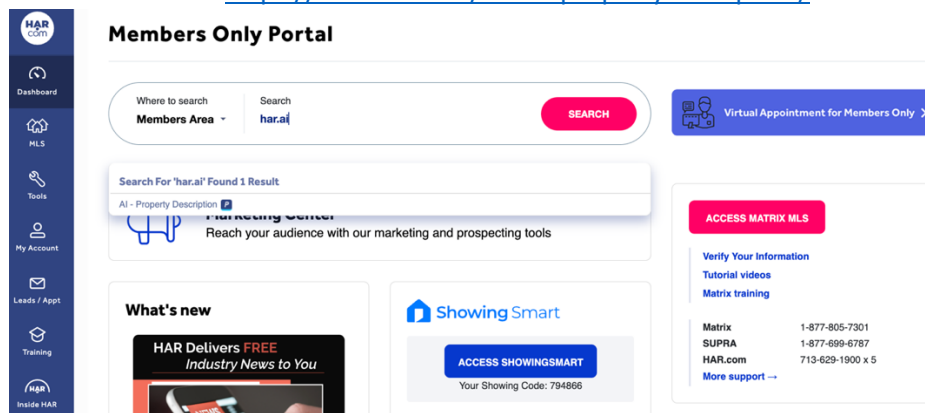
Listing Data Checker

This is a valuable widget for monitoring violations to the MLS and helping you to remedy them, so you can avoid a fine. If you collapse this widget, and do not see a notification, it may cost you! Many MLS violations, if fixed in 5 business days, the MLS department does not issue a fine. But, if you keep this widget closed and are not aware of the violation, a fine may occur.



HAR.AI Feature P Exclusively for Platinum Subscribers

After your listing is entered in Matrix you can use the Platinum feature Har.ai to polish your physical property descriptions. First, enter your listing in Matrix. Then, search Har.ai in the Members Only portal. There you will see your listing and can use the AI tool to perfect your listing description. Go to this url for a demo video! <https://cms.har.com/har-ai-propertydescription/>



Modify a listing

You will often need to modify a listing; it is rare to fully input a listing in one sitting. You may need to hunt down some required info later! Save the listing as incomplete then modify it later by choosing the listing and then “Single Family Add/Edit”. You will also go to this menu to add attachments, change the status of your listing from incomplete to coming soon or active.

My Listings

- My Incomplete Listings (1)
- My Active Listings (13)
- My Pending Listings (2)
- My Expiring Listings (14 days) (3)
- My Sold Listings (365 Days) (26)
- My Office Active Listings (44)
- My Office New Listings (7 Days) (1)
- My Office Pending Listings (11)
- My Office Withdrawn Listings (2)
- My Office Sold Listings (365 days) (78)
- My Firm - Coming Soon Listings (6)
- My Firm - Active Listings (758)
- My Firm - New Listings (7 Days) (65)
- My Firm - Pending Listings (247)
- My Firm Withdrawn Listings (99)
- My Firm - Sold Listings (365 days) (3089)
- My Hit Counters (14)

My Listings (13)

Show **My Active Listings** Search: -- MLS # -- [Click here to run this as a Full Search](#)

Previous Next 1-13 of 13 Checked 1 All None

Display Agent Single Line at 25 per page

	#	PH	OH	DC	MLS #	Stat	Class	AR	Office	Address	Subdivision	SF	Price	BR	Bth	DOM
	1				39848310	A	Lots	43	LPTT02	7 Sunny Hill Drive	Wildwood Shores		\$47,000		0/	17
	2				96949342	A	Single-Family	36	LPTT02	1214 Red Rock Canyon Drive	Cimarron	1,921	\$315,000	4	2/1	27
	3				68870162	A	Rental	52	LPTT02	42 County Road 5102L	Santa Fe	1,822	\$2,100	3	2/1	54
	4				10591156	A	Lots	2	LPTT02	6310 Hartwick Road	Northwood Manor		\$85,000		0/	60
	5				35529698	A	Single-Family	1	LPTT02	24434 Sunny Glen Drive	Lakewood Heights	2,857	\$485,000	4	2/1	79
	6				59341332	A	Single-Family	51	LPTT02	4770 Vance Street	Terrace Estates	2,170	\$295,000	4	2/0	57
	7				35613143	A	Lots	34	LPTT02	0 Hopper Road	Greenwood Village		\$1,200,000		0/	111
	8				79726089	A	Lots	43	LPTT02	0 Pyrite Court	I Texas Grand Ranch Ph 10		\$164,500		0/	207
	9				59245029	A	Single-Family	20	LPTT02	5611 W Airport BLVD Boulevard	Westbury	1,552	\$269,000	3	2/0	205
	10				59546078	A	Single-Family	52	LPTT02	42 County Road 5102L	Santa Fe	1,822	\$262,500	3	2/1	211
	11				26112479	A	Single-Family	40	LPTT02	3134 California Avenue	WRENTMORE	1,440	\$318,500	3	2/0	340
	12				59401931	A	Lots	44	LPTT02	153 E Cattle Drive	Texas Acres		\$35,000		0/	579
	13				8595958	A	Single-Family	85	LPTT02	2991 N Highway 83	VISTA FALCON	2,484	\$565,000	3	2/0	614

Edit
 Manage Photos
 Manage Attachments
 Reverse Prospect
 Print/Email PDF

Previous 1 Next

Choose a listing and edit to add an open house!

 Modify Listing1 / 23   **1214 Red Rock Canyon Drive, Katy**

MLS#: **96949342** Price: **\$315,000**
Type: **Single-Family**
Status: **Active**
SqFt: **1,921** Lot Size: **7,522**
Beds: **4/** Baths: **2/1**
List Date: **10/04/2025** Exp Date: **05/31/2026**
Pend Date:
Est Closing Date:

Select Form

[Single-Family Add/Edit](#)
[Price Change](#)
[Add/Edit Open House](#)
[Change to Option Pending](#)
[Change to Pending Continue to Show](#)
[Change to Pending](#)
[Change to Sold](#)
[Change to Withdrawn](#)
[Change to Terminated](#)
[Manage Tours Links](#)
[Change Expiration Date](#)

Other Options

[Manage Photos](#)
[Manage Attachments](#)
[Add Showing Instructions to ShowingSmart](#)
[Promote Your Listing](#)
[Add HAR Virtual Open House](#)
[HAR Add/Edit Photo Description](#)
[HAR.AI Property Description](#)
[HAR.AI Highlights](#)
[HAR.AI Photo Descriptions](#)

**Cancel**

Matrix- My Hit Counter

Click on your listings and then the drop down at the top of the screen can change to My Hit Counters. This shows stats for your listings.

HAR Homepage | Education | HAR Connect | Feedback

MY MATRIX | ADD/EDIT | SEARCH | TAX | STATS | MARKET REPORTS | FINANCE | LINKS | INTRAMATRIX | Aa | Hello, Ric

Enter Shorthand or MLS#

Recent Search

My Listings (13)

Show: My Hit Counters Search: -- MLS # -- Click here to run this as a Full Search

Previous Next 1-13 of 13 Checked 0 All None Display Hit Counters at 25 per page

MLS #	Stat	Prop	AR	Address	Price	Stat Date	Client Portals	Client Views	Client Favorites	Client Possibilities	Auto Emails	Prev 14 Day Views	Agent Published	Agent Rejected	Agent IDX	Agent Views
39848310	A	LND	43	7 Sunny Hill Drive	\$47,000	10/14/25	18	3	0	0	19	0	0	0	0	10
96949342	A	RES	36	1214 Red Rock Canyon Drive	\$315,000	10/04/25	151	21	1	2	169	4	1	4	0	167
68870162	A	RNT	52	42 County Road 5102L	\$2,100	09/07/25	5	0	0	0	3	0	0	0	0	17
10591156	A	LND	2	6310 Hartwick Road	\$85,000	09/01/25	22	6	0	0	25	0	2	0	0	56
35529698	A	RES	1	24434 Sunny Glen Drive	\$485,000	08/13/25	24	16	0	0	28	1	0	1	0	90
59341332	A	RES	51	4770 Vance Street	\$295,000	09/04/25	7	0	0	0	12	0	0	0	0	43
35613143	A	LND	34	0 Hopper Road	\$1,200,000	07/15/25	5	5	0	0	5	0	0	0	0	94
64661186	P	RES	14	3938 Falvel Shadow Creek Drive	\$229,500	10/23/25	345	43	3	4	377	16	12	3	0	740
79726089	A	LND	43	0 Pyrite Court	\$164,500	04/07/25	25	6	0	0	23	0	0	0	0	31
59245029	A	RES	20	5611 W Airport BLVD Boulevard	\$269,000	04/09/25	144	49	2	0	166	1	6	11	0	766
59546078	A	RES	52	42 County Road 5102L	\$262,500	04/03/25	35	1	0	0	39	0	2	2	0	223
26112479	A	RES	40	3134 California Avenue	\$318,500	11/25/24	210	169	3	0	220	1	11	5	0	904
8595958	A	RES	85	2991 N Highway 83	\$565,000	09/02/25	8	2	0	1	11	0	0	3	0	321

Reverse Prospect Print/Email PDF Previous 1 Next

Reverse Prospecting

This is a valuable tool for the seller's agent. It is only available for Active through Sold listings but is not available for incomplete listings. Choose my listings, then check a listing's box and choose Reverse prospecting in the toolbar.

My Listings (13)

Show: My Active Listings Search: -- MLS # -- Click here to run this as a Full Search

Previous Next 1-13 of 13 Checked 1 All None Display Agent Single Line at 25 per page

#	PH	OH DC	MLS #	Stat	Class	AR	Office	Address	Subdivision	SF	Price	BR	Bth	DOM
1	☒		39848310	A	Lots	43	LPTT02	7 Sunny Hill Drive	Wildwood Shores		\$47,000		0/	17
2	☐		96949342	A	Single-Family	36	LPTT02	1214 Red Rock Canyon Drive	Cimarron	1,921	\$315,000	4	2/1	27
3	☐		68870162	A	Rental	52	LPTT02	42 County Road 5102L	Santa Fe	1,822	\$2,100	3	2/1	54
4	☐		10591156	A	Lots	2	LPTT02	6310 Hartwick Road	Northwood Manor		\$85,000		0/	60
5	☐		35529698	A	Single-Family	1	LPTT02	24434 Sunny Glen Drive	Lakewood Heights	2,857	\$485,000	4	2/1	79
6	☐		59341332	A	Single-Family	51	LPTT02	4770 Vance Street	Terrace Estates	2,170	\$295,000	4	2/0	57
7	☐		35613143	A	Lots	34	LPTT02	0 Hopper Road	Greenwood Village		\$1,200,000		0/	111
8	☐		79726089	A	Lots	43	LPTT02	0 Pyrite Court	I Texas Grand Ranch Ph 10		\$164,500		0/	207
9	☐		59245029	A	Single-Family	20	LPTT02	5611 W Airport BLVD Boulevard	Westbury	1,552	\$269,000	3	2/0	205
10	☐		59546078	A	Single-Family	52	LPTT02	42 County Road 5102L	Santa Fe	1,822	\$262,500	3	2/1	211
11	☐		26112479	A	Single-Family	40	LPTT02	3134 California Avenue	WRENTMORE	1,440	\$318,500	3	2/0	340
12	☐		59401931	A	Lots	44	LPTT02	153 E Cattle Drive	Texas Acres		\$35,000		0/	579
13	☐		8595958	A	Single-Family	85	LPTT02	2991 N Highway 83	VISTA FALCON	2,484	\$565,000	3	2/0	614

Edit Manage Photos Manage Attachments Reverse Prospect Print/Email PDF Previous 1 Next

This will load a list of all realtors that have a client who have matched with your listing on their auto-email. This is often used to email realtors about open houses, reductions in prices, updates made etc. It will not show the clients info, so to help the buyer's agent verify which client you are emailing about, include the reference number.

Reverse Prospect Results for 39848310								
These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.								
7 Sunny Hill Dr 39848310								
Agent	Ref #	Pre-approved?	Count	Date Sent	Email	Office Name	Direct Work Phone	
Mari Montgomery	83817		34	10/15/2025		Mari Realty	936-355-8889	
Natalie Pierce-Cox	43490		57	10/14/2025		Markham Realty, Inc.	936-661-1075	
Sarah Holley	58344		57	10/15/2025		all.conWalzel Properties - Conroe	936-777-4188	
Kristen Reinhart	86869		58	10/14/2025		Markham Realty, Inc.	832-948-0870	
Jennifer Fargo	01089		59	10/15/2025		Coldwell Banker Realty - The	281-363-2500	
Mari Montgomery	35241		82	10/15/2025		Mari Realty	936-355-8889	
Kristen Reinhart	54398		168	10/15/2025		Markham Realty, Inc.	832-948-0870	
Mari Montgomery	76874		180	10/15/2025		Mari Realty	936-355-8889	
Marco Brito	99174		273	10/15/2025		eXp Realty LLC	281-573-8534	
Pilar Stevens	61884		424	10/18/2025		eXp Realty LLC	281-857-4302	

[Return to My Listings](#)

If you click on one of the realtor's names, it will load a Matrix email message for you! Add the reference number to the subject line or in the first line of your message!

Email about Your Listing: 39848310

Customize your message to here. A link to your listing will be appended to your message automatically.

7 Sunny Hill Dr **39848310**

From: @com>
 To: @irealty.com>
☐ Bcc me a copy of this message.
 Language: English ▾
 Subject: Reverse Prospecting Inquiry: Listing 39848310
 Email Body:
 Characters Remaining: 4000
 Signature:
[Edit Your Signature](#)

Cancel

Send

Bookmark Leads (Platinum)

In the Members Only portal, you can access the bookmark leads page to contact consumers! The system will load all your active listings, and you can choose the mail icon next to the one you want to promote.

Dashboard

MLS

Tools

My Account

Leads / Appt

Members Only Portal

Where to search

Members Area

Search

bookmark leads

SEARCH

Search For 'bookmark leads' Found 1 Result

Bookmarks Leads

Meet the new Marketing Center!

Promote your Referrals

ACCESS MATRIX MLS

Verify Your Information

Tutorial videos

Matrix training

Matrix 1-877-805-7301

SUPRA 1-877-699-6787

HAR.com 713-629-1900 x 5

More support → More resources →

The system will then prompt you to choose a reply type then write your email! The system will send it all while keeping the consumers email private.

Bookmarks - Favorite

Search

About The App

This report displays the number of times each of your current listings has been favorited by a consumer using My HomeFinder. This total includes consumers who have opted to receive more information, and those that opted not to be contacted.

Due to privacy, we do not show the user's email address, however, you can contact those consumers who have favorited your listings by clicking on the contact icon. This email will be sent on your behalf with your email address as the reply-to address.

To send an email to any of the contacts below, the member must be a Platinum subscriber. To learn more about the Platinum subscription, click [HERE](#)

MYHOMEFINDER FAVORITES

DOWNLOAD FAVORITE(S)

MLS #	Address	Status	No of Favorites	Contact	Last Emailed Date
26112479	3134 California Ave	A	30		08/19/2025 2:52 PM

Choose a reply type

Schedule a Tour of Your Future Home

Home buyers are encouraged to schedule a tour of the listing.

The price has been reduced.

Please be informed of this change, and you may want to reconsider.

Upcoming Open House

The listing will be hosting an open house soon. You are cordially invited to attend.

Write your own message

Send email with your own message.

Listing Data Checker

This is a valuable widget for monitoring violations to the MLS and helping you to remedy them, so you can avoid a fine.

Listing Data Checker

Violation History

My Notifications

Reported Violations

Public Records - Realist Tax, Matrix Tax and MUD Bond Information

Use public records to find property information and generate mailing labels.

Locate information about a MUD using the MUD Bond Information worksheet. It can be useful to investigate the history of a property on tax records before preparing your listing.

The screenshot shows the HAR.com website with the 'SEARCH' tab selected. A dropdown menu is open, listing search options: Realist Tax, Matrix Tax, MUD Contact Information, and PID Disclosure Information. The 'QUICK SEARCH' tab is highlighted in the search bar area. The search results section shows '0 results' and '0 selected'.

Use the “Quick Search” tab to quickly pull up a single property. Use the “My Search” tab to create a more detailed search (by subdivision, etc.).

The screenshot shows the HAR.com website with the 'MY SEARCH' tab selected. The search results table displays 4 results, including property details like address, city, subdivision, owner name, and recording date. The 'Labels' button is highlighted in the bottom right corner.

		Sold	Address	City	Subdivision	Owner Name	Recording Date
1			4823 Jason St	Houston	Meyerland 1	Butler Shelly D/butler Ric	09/01/2016
2			5139 Beechnut St	Houston	Meyerland 2	Current Owner	10/16/2020
3			4834 Imogene St	Houston	Meyerland 4	Tran Mai V	01/02/2018
4			8815 Manhattan Dr	Houston	Meyerland 6	Wise Cedric R	

Double-click a property to open the tax details. The balloon icon represents MLS data for that property (red in the example is indicating that that property is sold). Click the “Labels” menu to

generate labels for selected properties. Note: all properties are automatically selected, so you will need to deselect those you do not want.

Matrix Tax

The screenshot shows the Matrix Tax Search interface. The top navigation bar includes links for MY MATRIX, ADD/EDIT, SEARCH, TAX, STATS, MARKET REPORTS, FINANCE, and LINKS. The search form is divided into several sections:

- Ownership:** Fields for Owner Last Name, Owner First Name, Owner Occupied, and Foreclosure Indicator (Active/Inactive).
- Location:** Fields for House #, Direction, Street Name, Type, Direction, Unit #, County (Brazoria, Fort Bend, Galveston, Harris, Montgomery), City, Zip Code, and APN / Tax ID.
- Transaction Activity:** Fields for Last Sale Date (Tax Data), Last Sale Price (Tax Data), Seller Name, and Valuation (RealAVM™ Estimate, Assessed Value).
- Characteristics:** Fields for Bedrooms, Building SqFt, Baths - Full, Baths - Half, Acres, Year Built, Total Units, Stories, Pool Y/N, and Land Use (CoreLogic).
- Listing Activity:** Fields for MLS Number, MLS Status / Date (Active, Option Pending, Pending, Sold, Withdrawn, Expired, Terminated), and Listing Date.

At the bottom of the search form, there is a button labeled "5000+ matches" and a "Results" button.

Search for property information by tax criteria (owner name, address, etc.) or MLS criteria (list date, MLS status, etc.). Click Results.

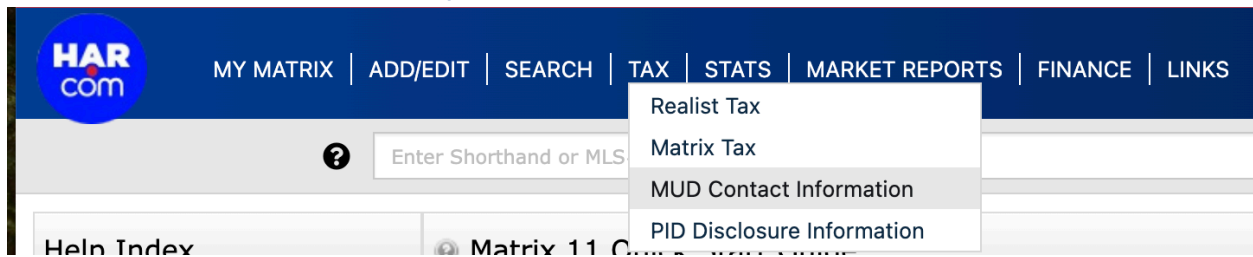
The screenshot shows the Matrix Tax Search results table. The table displays a list of properties with columns for Parcel ID, Address, City Name, Postal Code, Subdivision, Owner Name, Building Sq Ft, Baths (Total), Land Use - Cont, Lot Area # of Acres, Year Built, Assessed Total Val, and Tax Amount/MLS #. The table is sorted by Assessed Total Val in descending order. The first few rows are highlighted in blue, indicating they are selected. The table also includes a "Previous" button and a "Next" button for navigation.

Parcel ID	Address	City Name	Postal Code	Subdivision	Owner Name	Building Sq Ft	Baths (Total)	Land Use - Cont	Lot Area # of Acres	Year Built	Assessed Total Val	Tax Amount/MLS #
53395	1111 Maplebury ST	Lufkin	75901	North Park	Amelia Rosales	1,656	2	SV	0.255	1978	\$170,160	\$3,555.98
60134	6011 Oak Ave	Lufkin	75901	Carmel Terrace	Jose Angel & Eni	1,453	2	SV	0.287	1972	\$143,641	\$3,001.79
88520	1805 Alamosa DR	Lufkin	75901	Westbury Add Lt	Roberto M & Dora	1,246	2	SV	0.275	1999	\$136,640	\$2,834.58
88515	1805 Alamosa DR	Lufkin	75901	Westbury Add Lt	Maria Alberto & P	1,250	2	SV	0.275	1999	\$137,250	\$2,878.68
88570	2208 Paul Ave	Lufkin	75901	Raper Sub	Virginia G Parker	2,602	3	SV	3.378	1975	\$265,930	\$5,557.36
88669	2208 Paul Ave	Lufkin	75901	Raper Sub	Dave & Hattie Hill	2,148	2	SV	3.470	1978	\$260,597	\$5,445.92
60533	911 Jane Ave	Lufkin	75901	Westbury #3 Ann Victor & Sharon E				Residential Lot	0.363		\$4,390	\$91.34
60533	910 Jane Ave	Lufkin	75901	Westbury #3 Ann Victor Bruce				Residential Lot	0.466		\$1,400	\$29.27
60532	912 Jane Ave	Lufkin	75901	Westbury #3 Ann Victor Bruce		2,696	3	SV	1.928	1977	\$270,030	\$5,643.05
60592	905 Westbury DR	Lufkin	75901	Westbury #2	Earl Driver	1,236	2	SV	0.290	1967	\$115,090	\$2,405.13
60598	911 Westbury DR	Lufkin	75901	Westbury #2	Jose & Cindy Cal	1,436	2	SV	0.233	1974	\$127,950	\$2,672.89
60498	916 Westbury DR	Lufkin	75901	Westbury #2	Lindsey Garden	1,476	2	SV	0.276	1965	\$146,337	\$3,118.73
60497	914 Westbury DR	Lufkin	75901	Westbury #2	Felipe Niet & Erik	1,186	2	SV	0.230	1970	\$116,300	\$2,430.41
60496	903 Circle DR	Lufkin	75901	Westbury #2	Carolyn J Ivy	1,512	2	SV	0.235	1965	\$148,489	\$3,103.10
60480	913 Circle DR	Lufkin	75901	Westbury #2	Gary Freeman	1,411	2	SV	0.255	1969	\$114,201	\$2,386.56
60525	906 Jane Ave	Lufkin	75901	Westbury #3 Ann Victor Great Run		1,323	2	SV	0.313	1978	\$124,990	\$2,612.03
60584	915 Westbury DR	Lufkin	75901	Westbury #2	Sarah Riken	1,494	2	SV	0.263	1977	\$172,390	\$3,602.58
60492	904 Westbury DR	Lufkin	75901	Westbury #2	Calvin D Richard	2,068	2	SV	0.220	1966	\$175,385	\$3,665.16
60472	902 Circle DR	Lufkin	75901	Westbury #2	Winston Land & C	1,008	2	SV	0.315	1981	\$74,970	\$1,566.72
60468	912 Circle DR	Lufkin	75901	Westbury #2	Linn V Calton &	1,750	2	SV	0.793	1966	\$170,080	\$3,554.30
60582	915 Westbury DR	Lufkin	75901	Westbury #2	Winston Land & C	1,349	2	SV	0.276	1980	\$79,150	\$1,654.07
60496	912 Westbury DR	Lufkin	75901	Westbury #2	Sheara Browning	1,800	2	SV	0.230	1966	\$182,250	\$3,808.64
60494	908 Westbury DR	Lufkin	75901	Westbury #2	Patricia Ann Hath	1,740	2	SV	0.230	1965	\$173,217	\$3,619.86
60495	905 Circle DR	Lufkin	75901	Westbury #2	McDonald	1,250	2	SV	0.230	1965	\$115,910	\$2,432.26
60482	911 Circle DR	Lufkin	75901	Westbury #2	James L & Irma I	1,624	2	SV	0.258	1965	\$171,391	\$3,581.70

Click the property Parcel ID to open the tax details. The balloon icon represents MLS data for that property (orange in the example is indicating that that property is Pending Cont. to Show, blue is Sold and purple is Withdrawn).

Click Print/Email PDF to create mailing labels.

MUD Contact Information/ PID Disclosures:



Alphabetical list of all MUDs and PIDs contact info will download as an excel file.

Customizing Stats Reports

Use system Presets to create and save customized statistical reports.

The screenshot shows the HAR.com Stats Reports customization interface. The top navigation bar includes links for MY MATRIX, ADD/EDIT, SEARCH, TAX, STATS, MARKET REPORTS, FINANCE, and LINKS. The main area is divided into several sections for configuring the report. On the left, there are tabs for Presets, Customize, and Save. The 'System Presets' section lists various report types, and the 'My Presets' section lists user-defined presets. The main configuration area includes fields for Map Search, Area, Geo Market Area, City/Location, Subdivision, Legal Subdivision, School District, Master Planned Community, Property Type, Price, Beds, Full Baths, Half Baths, Sq Foot, Lot Size, Year Built, Acreage, DOM, CDOM, List or Sell Agent, List or Sell Office, List Agent MLSID, List Office MLSID, Selling Agent MLSID, and Selling Office MLSID. A 'Generate' button is located at the bottom left of the configuration area.

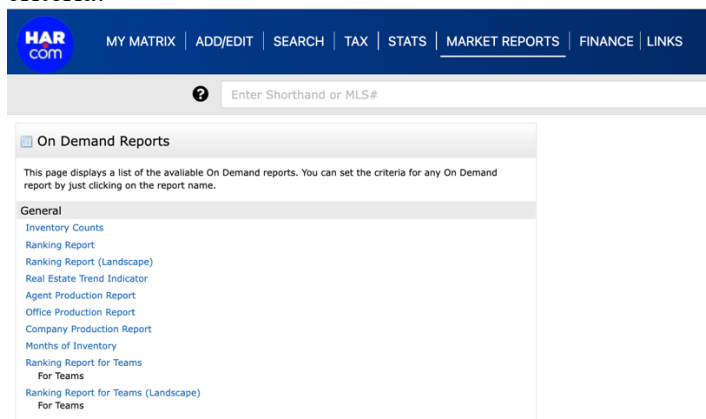
Enter criteria and select one of the System Presets from the left of the screen. Click Generate.



Customize the report results by using the options on the left of the screen. Click Generate. The Save tab, give the report a name and click Save a Copy.

Customizing Market Reports

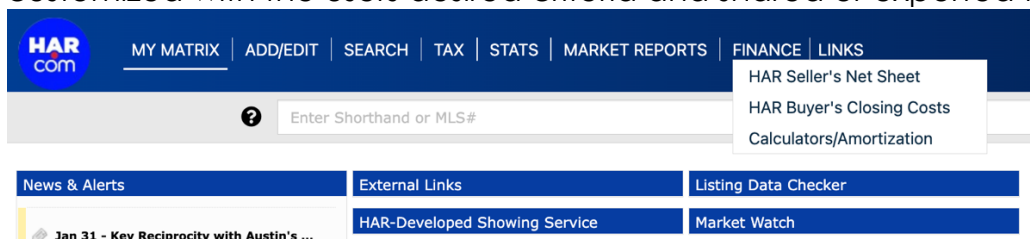
Market Reports gives you access to On Demand Reports. The list of reports available will be different based on the user's access. These reports can be customized based on the users desired criteria.



Note: The HAR "Months of Inventory" report in the Market Reports menu is more accurate than the one in the Stats section.

Customizing Financial Reports

The Finance menu will give the user access to the HAR Seller's Net Sheet, HAR Buyer's Closing Costs and Calculators/Amortization. These worksheets can be customized with the users desired criteria and shared or exported from Matrix.



Dashboard

MLS

Tools

My Account

Leads / Appt

Training

Inside HAR

Staff Admin

HAR Store

Tools

Mobile Apps

Website and Blog

MLS Tools

Marketing Tools

Financial/Investment Tools

Cash Flow (Cap Rate)

Fix and Flip

Seller's Net Sheet

Rent Vs Buy Analysis

Buyers Closing Costs

Mortgage Amortization

Mortgage Calculator

Third Party Tools

MyHomeFinder

Ratings and Reviews

Tools For Your Non-HAR Site

Consumer Services

Consumer Tools

Financial Tools

P Exclusively for Platinum Subscribers

Seller's Net Sheet

Buyer Closing Costs

Rent vs Buy

Mortgage

Amortization

NEW ESTIMATE

SAVED

Report Information

Report Name

Seller information

Name

Email

Phone Number

Address

City

State

TX

Zip Code

Closing Date

12/11/2025

Financial Information

Do not use commas when entering dollar amounts

Type of Sale